

**AMENDMENTS TO THE CLAIMS**

1. (Withdrawn) A method for promoting sales of a product carried in a store, the method comprising the steps of:

collecting information about the product, the collected information pertaining to practical uses or advantages of the product;

preparing a publication that includes a feature article that incorporates within the feature article the collected information and that also specifically references a brand of the product;

including as part of the publication a coupon for the brand of the product for enabling a customer to purchase the product at a discount; and

displaying the publication for appropriation by customers at the store.

2. (Canceled)

3. (Canceled)

4. (Withdrawn) The method of claim 1 further comprising the step of printing on the publication a color scheme associated with the store.

Claims 5-9 (Canceled)

10. (Withdrawn) The method of claim 1 wherein the product is a food and the feature article includes a recipe which lists the product as an ingredient.

Claims 11–16. (Canceled)

17. (Withdrawn) A method for promoting sales of a product carried in a store, the method comprising the steps of:

collecting information about the product, the collected information pertaining to practical uses or advantages of the product;

preparing a publication that includes the collected information incorporated within other non-product information attractive to customers and that also specifically references a brand of the product;

including as part of the publication a coupon for the brand of the product for enabling a customer to purchase the product at a discount; and

displaying the publication for appropriation by customers in proximity to the product carried in the store and referenced in the article.

18. (Previously Presented) A magazine for use in promoting the purchase of specific products, said magazine comprising:

a plurality of general interest articles dispersed throughout the magazine;

at least one of said articles making reference to an identified product, said at least one of said articles including within its confines specific brand information pertaining to said identified product; and

a coupon keyed to said at least one of said articles containing said brand specific information.

19. (Original) The magazine as set forth in claim 18 wherein said magazine is specific to a particular store.

20. (Original) The magazine as set forth in claim 18 wherein each of said articles which contains specific brand information is authored under commission by a sponsor of the specific brand in said article.

21. (Original) The magazine as set forth in claim 18 wherein each of said articles which contains specific brand information is authored under commission of a specific store.

22. (Original) The magazine as set forth in claim 21 wherein the name of said specific store appears on a front cover of said magazine.

23. (Original) The magazine as set forth in claim 20 wherein the content of each of said articles which contains specific brand information is controlled at least in part by a sponsor of the specific brand in said article.

24. Canceled

25. (Original) The magazine as set forth in claim 18 wherein said at least one of said articles includes within its confines reference to specific brand information pertaining to products other than said identified product.

26. (Withdrawn) The method of producing an information display comprising the steps of:

soliciting from a particular vendor site various products which are to be promoted at particular times of the year; and

preparing articles for inclusion in selective editions of said display, each said commissioned article pertaining to one or more of said solicited products; and

distributing editions of said display to said vendor for distribution to patrons of said vendor site.

27. (Withdrawn) The method of claim 26 further including the step of:

including, in association with each said prepared article, brand specific identification of said product which pertains to said article.

28. (Withdrawn) The method of claim 26 further including, in association with each said prepared article, brand specific identification of products other than said product pertaining to said display.